

PMC LAUNCHES NEW INITIATIVES TO CONNECT ROOTS OF RHYTHM CLASSROOM TEACHERS WITH LOCAL MUSIC DEALERS.

The Percussion Marketing Council, creators of the groundbreaking *Roots Of Rhythm (ROR)* classroom drumming curriculum, has announced the introduction of several initiatives aimed at connecting the growing number of Roots-qualified school teachers with their local music dealers. According to program director David Levine, with program development and teacher training expanding in 2007, the educator-retailer integration efforts represent the next phase— and an important step forward— in the progress of the PMC and NAMM-sponsored market development program.

The recently launched PMC/ROR “connect-the-dots” components include:

- **Dealer Activity Workbook** – A 20-page booklet containing information, resources and a step-by-step guide with worksheets designed to help dealers locate and contact teachers and administrators at elementary schools, plan in-store activities and arrange media coverage. One of the guide’s excellent suggestions is for dealers to invite teachers to join the program by giving them an apple (shaker). Each Workbook also includes an “Official Roots Of Rhythm World Drumming Center” window decal.
- **Searchable Database** – Dealers who agree to participate and teachers who take an ROR workshop or seminar and opt-in will be listed in an online database that will be available to teachers and music dealers as well as manufacturers and the public.
- **Teacher and Dealer Surveys** – A series of questionnaires will be electronically sent to participating dealers and teachers at pre-determined intervals to follow-up on the effectiveness of the program and collect numerical and sales data.
- **“Roots Recommended” Packaging** – Pre-printed and downloadable stickers will identify the world percussion instruments and accessories that can be used with the Roots Of Rhythm curriculum.

In addition, the PMC intends to recruit major manufacturers’ sales representatives in its initial outreach to music dealers with the first 50 dealers who sign up to become Official *Roots Of Rhythm* World Drumming Centers receiving a free copy of the Dealer Activity Workbook as well as a limited edition *Roots Of Rhythm* polo shirt.

All facets of the new project, including text, graphics, surveys and the database, were developed by the PMC in conjunction with Bentley-Hall Publications and all will be hosted along with the rest of the *Roots Of Rhythm* curriculum and content on the PMC website at playdrums.com. *Roots Of Rhythm* is also supported through a grant from NAMM, the International Music Products Association. To learn more, please contact the Percussion Marketing Council at kbdustman@aol.com, call (440) 582-7006 or visit www.playdrums.com.

About NAMM

NAMM is the not-for-profit association that unifies, leads and strengthens the \$17 billion international musical instruments and products industry. NAMM's activities and programs are designed to promote music making to people of all ages. NAMM is comprised of approximately 9,000 Member companies. For more information about NAMM or the proven benefits of making music, interested parties can visit www.namm.org <<http://www.namm.org>> or call 800-767-NAMM (6266).

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